

IDEAS FOR CELEBRATING PARENTING AWARENESS MONTH 2003

March 2003 is the Tenth Anniversary of Parenting Awareness Month!

Whether you work as a community-wide coalition or a small committee, or as an individual, you can celebrate Parenting Awareness Month in a variety of ways. Each activity below has been carried out by a Michigan community. Call 1-800-968-4968 for additional activity ideas and samples.

- Form a local PAM coalition and begin planning parenting and family celebrations and activities for PAM 2003 and beyond.
- Invite other organizations in the community to join your efforts.
- Join forces and resources with other awareness campaigns: March is also *National Reading Month*, *National Nutrition Month*, and *National Talk to Your Teen About Sex Month*; April is *Month of the Young Child*, and *Child Abuse Prevention Month*.
- Create a list of community resources for parents, print and distribute widely—through businesses, schools, churches, libraries, agencies, bulletin boards. Ask grocery stores to stuff in their bags.
- Create a local calendar or flyer listing parenting education classes and parent network/group meetings offered during March and throughout the year.
- Create a calendar or flyer of local Parenting Awareness Month events. Distribute same as posters and resource lists.
- Create a local list of “things parents can do with children.” This can be distributed as a poster, tray liner, handout in libraries, schools, and other inventive ways.
- Seek resolutions from local governing bodies which support Parenting Awareness Month goals and affirm parenting (sample resolution in PAM Packet).
- Hold a local community or county-wide PAM Kickoff.
- Create a Parenting Awareness Month display or showcase in schools and local businesses.
- Take PAM posters and bookmarks to local libraries and bookstores for distribution.
- In January, libraries and bookstores receive PAM information. Visit your libraries and bookstores to encourage them to have special displays in March. Ask them to include information about your organization, events you plan, and the parenting resource list you have compiled.
- Encourage libraries and bookstores to provide a special display area during March featuring their parenting books and other multimedia parenting information.
- Encourage your public library to develop a list of their parenting books, tapes, and videos. Find unique ways to distribute the list to parents.
- Help plan and/or promote parenting conferences held in during March and throughout the year, and encourage parents and others who work with parents and children to attend.
- Conduct poster and essay contests — through churches, schools, or community at large.
- Conduct educational events and community forums on parenting issues. Consider days, times, locations, and costs that make the events accessible to most parents. Provide child care.
- Focus on empowering people who raise children and supporting the good work parents do. Use titles, slogans, presenters, and materials that praise instead of blame.
- Enlist publications of local organizations, church bulletins, community newspapers, etc. in featuring parenting information during March.
- Consider non-traditional sites for parenting education — work sites, recreational centers, block club meetings, laundromats, street theater.
- Conduct free weekly parenting education

workshops during March. Provide child care.

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- Take PAM posters everywhere you can think of — to schools, places of worship, work sites, community bulletin boards, city hall, your doctor's office, your hairdresser, your mechanic, day care centers, your neighbors, and the senior citizen center. **Hang a poster on your front door!**
- Prepare a promotional video for local access cable. Do a series that features various parenting resources in your community.
- Create a portable Parenting Awareness Month display. Make it available at local PAM and parenting activities.
- Plan Parenting Awareness Month events that involve **youth** and senior citizens.
- Visit local media; involve them in your efforts.
- Get parenting messages on local billboards.
- Enlist local newspapers to feature parenting articles throughout the month of March.
- Work with local restaurants and fast foods to develop and use Parenting Awareness Month tray liners and placemats. Include parenting tips and local parenting resources information (sample trayliner in PAM Packet).
- Contact your legislators to involve them in local Parenting Awareness Month campaigns.
- Work with faith communities to highlight Parenting Awareness Month in newsletters, bulletins, discussion groups, and from the pulpit.
- Host a PAM celebration and give awards to "parent/family friendly" employers.
- Work with a local hospital to provide parenting tips and local resource lists to new parents.
- Work with a local agency to provide a parenting hotline.
- Plan a Parent's Day or Family Fun Fest at a mall, or other community area, showcasing family and parenting resources and providing family friendly activities.
- Prepare folders with Parenting Awareness Month materials to be given to parents at parent/teacher conferences. Have students decorate the folder for their parent(s).
- Work with your local school district to hold weekly family nights throughout the month of March.

Decide on a theme.

- Encourage local businesses to provide paycheck stuffers with a Parenting Awareness Month message and the 10 parenting tips.
- Talk about Parenting Awareness Month in your own family.
- Design a family friendly slogan/logo and have a sweatshirt/t-shirt sale.
- Host a community "Family Dinner" with guest speakers or other fun activities.
- Organize a "family reading night" with your local literacy council, school district, church, work site, day care center, etc.
- Host a family workshop focusing on reading in the home, story telling, quality television viewing.
- Encourage local focus on grandparenting and other kinship care issues and resources.
- Designate a different parenting theme for each week in March and plan weekly activities around each theme.
- Work with local radio stations to run "*Did you know . . .*" radio spots featuring local parenting and family resources and parenting tips. Create and distribute a local calendar to match.
- Hold a resource bonanza with/for agencies and organizations who serve parents and children so family-serving organizations become familiar with all resources and materials available in the community.
- Encourage daycare providers to plan fun parenting education opportunities. Let parents have input about resources and activities they'd like or need.
- Take items from the PAM Packet and create a bound booklet for families in your school, church, or community. Include local resource information.
- Plan special activities with a focus on fathers and celebrate the importance of fathers in childrens' lives. Involve fathers in the planning.
- Host an "appreciation" breakfast, lunch, or dinner for parents and other caregivers – or make it an "Appreciation Day!"

Please share your PAM activities with us
at 800/968-4968 or pamcampaign@voyager.net
We will share ideas with others.
For PAM information: 1-800-968-4968

For PAM materials: 1-800-626-4636